LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-2653R—Standing Order—Req. No. 90730—B&W No Bleed—8⅛x11—Tobacco Trade—74 (B)
Printed in U.S.A.

For a bigger Profit Dollar... keep an eagle eye on your Philip Morris standing orders

Philip Morris is America's fastest-growing family of cigarettes. Has been for years.

So all you have to do, to make more money on Philip Morris brands, is to make sure that your standing order is growing as fast as we're growing.

Don't be out of stock. Your customers wouldn't like that, and neither would you.

Cigarette sales are up...and Philip Morris leads the way. The figures below show the increases in 1973 over 1972.

	Units (Billions)	Sales Gain Percent	Percent of Total Growth
Total industry	up 22.87	4.1%	100.00%
Philip Morris USA	up 12.33	11.1%	53.9%
Rest of industry combined	10.54	2.38%	46.1%

SOURCE: The Maxwell Year-End Report, January 1974. Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

The Profit Makers come from
PHILIP MORRIS USA

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